

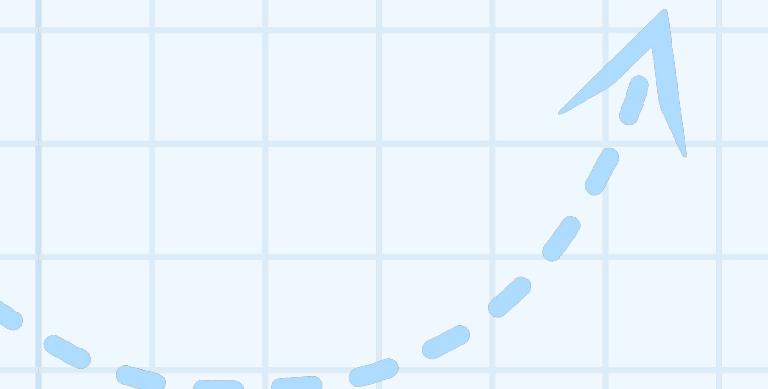
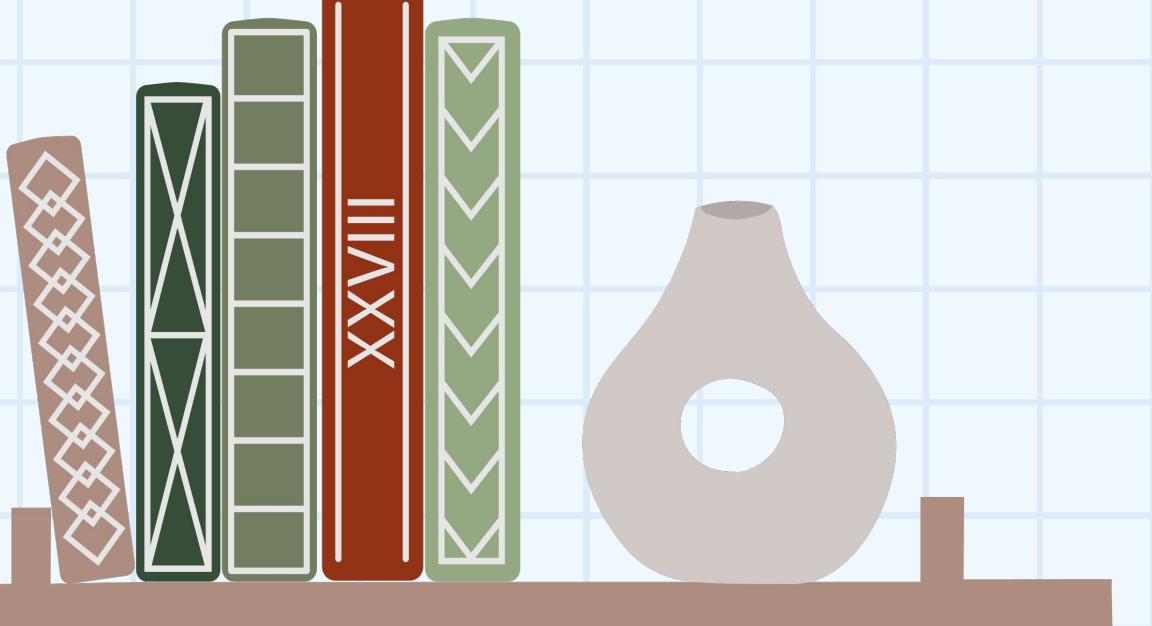
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BS./BSC.IN

Applied ai and Data Science

Basics of Data Analytics



Let's dive into and learn:



Different Types of Data Analytics

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- 4
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- 6

Exploratory Analytics

Descriptive Analytics

Diagnostic Analytics

Predictive Analytics

Prescriptive Analytics

Data Analytics



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Data Analytics is the systematic approach to

- Gathering, cleaning, organizing and analysing data
- Interpreting the results of the analysis
- Uncovering insights from the data
- Reporting your findings



Types of Data Analytics

Exploratory Analytics

- First step of the analysis no matter what type the data is
- Gathering and sorting the data and reviewing it
- E.g. bringing all the dates into a common format
- Understanding and identifying the type and format of the data
- Cleaning it to make sure it is usable
- Helps form hypothesis for further analysis



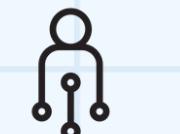
Types of Data Analytics

Descriptive Analytics

- Seeks to answer the question “What happened?”
- Summarizes past data
- Uncovers patterns and trends hidden in historical data
- Uses simple statistical concepts
- E.g. a grocery store owner wants to know the value of the largest bill generated by a customer on a given day
- Create simple visualizations e.g. scatter plot



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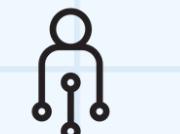
Types of Data Analytics

Diagnostic Analytics

- Seeks to answer the question “Why did it happen?”
- Takes insights from descriptive analysis to dig deeper
- Uncovers the cause of the outcome
- E.g. a retail owner wants to know why sales were low on Mondays
- Sometimes uses more sophisticated statistical or mathematical models



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Types of Data Analytics

Predictive Analytics

- Seeks to answer the question “What could happen next?”
- Predict future events or outcomes based on historical data
- Uses advanced statistical and mathematical tools - Machine Learning, Deep

Learning, Artificial Intelligence

- Used in finance, weather forecasting and more
- E.g. a retail owner wants to know whether a customer is likely to buy their product



Types of Data Analytics

Prescriptive Analytics

- Seeks to answer the question “What should be done about it?”
- Assess what you should do and the likely outcomes you would face
- Uses advanced statistical and mathematical tools
- E.g. a retail owner wants to decide which type of ad campaign to run

Recap



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Different Types of Data Analytics and their purpose



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Thank you

